

**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Debuts Hunter Hayes Artist Series Cutlass Guitar**

**(The NAMM Show, Anaheim, CA – January 24, 2019) –** Ernie Ball Music Man (Booth **4320, D5**), one of the world’s premier guitar and bass manufacturers, announces the launch of the Hunter Hayes Artist Series Cutlass guitar, a very versatile instrument with wide-ranging sonic capabilities, spec’ed with direct input from the country superstar. This guitar is part of the new Ernie Ball Music Man Artist Series, where noted artists leave their stamp on existing models from the brand’s acclaimed instrument lines.

This guitar is made from lightweight alder with a premium roasted figured maple neck, custom Ernie Ball Music Man Hunter Hayes pickups, and a brass saddle piezo bridge system. The electronics package is highly diverse, with three volume knobs offering a variety of tonal combinations. The five-way switch operates magnetic single coil pickups in the traditional Bridge, Bridge + Middle, Middle, Middle + Neck and Neck configurations, but also has the option of blending in piezo acoustic textures via the middle volume knob. A third volume knob will allow the neck single coil to be added to the Bridge, Bridge + Middle, and Middle positions to be consistent with the flow of the pickup selector switch details bringing instant warmth to the desired tone. In addition, a two-way toggle switch adds up to a 20db boost to any magnetic pickup selection" as the boost does not affect piezo output. The slender neck carve is very comfortable especially for lead work but feels buttery smooth when comping chords or playing rhythm. Other specifications include Ernie Ball Music Man hardtail bridge and custom metallic blue finish. The neck plate is laser etched with a Hunter Hayes signature logo to signify its Artist Series designation. Limited production of 25 pieces will be offered worldwide.

Ernie Ball Music Man Hunter Hayes Artist Series Cutlass guitar specs:

* Select figured roasted maple neck with slender neck profile
* Custom electronic package with a 5-way lever and 2-way toggle offering a variety of pickup combinations
* Ernie Ball Music Man hardtail bridge with piezo equipped brass saddles
* Innovative wide spectrum silent circuit eliminates 60 cycle hum
* Custom Laser etched artist series neck plate
* Lightweight alder body
* Schaller M6--IND locking tuning
* 22 stainless steel frets
* 10" neck radius

Photo file: HunterHayes\_ArtistSeries.JPG

Photo caption: Ernie Ball Music Man Hunter Hayes Artist Series Cutlass guitar

About Ernie Ball:

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide.

Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses.

The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at www.ernieball.com and www.music-man.com.

FOR PRESS INQUIRIES, PLEASE CONTACT:

Clyne Media, Inc. / info@clynemedia.com

FOR PRODUCT INFORMATION, PLEASE CONTACT:

Ernie Ball Customer Service / customerservice@ernieball.com

Ernie Ball/Music Man is exhibiting at Booth 4320, D5 at the 2019 NAMM Show in Anaheim, California.